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April 30, 1951

MEMORANDUM

To P - Mr. Southworth
From IFIO - W. P. Davison
Subject: Staff Director for PSB

Document No. _____
Review of this document by CIA has determined that
☒ CIA has no objection to declass
☐ It contains information of CIA interest that must remain classified at TS S C
Authority: HR 70-2
☐ It contains nothing of CIA interest
Date 29 JUNE 80 Reviewer 103430

With regard to staff director for the new PSB, I think we have it made. Your man is Richardson Wood, presently a public relations consultant in New York but with a distinguished career which includes being Managing Editor of Fortune and a student in England. To cap the climax, he has contributed some excellent articles to the Public Opinion Quarterly.

I know Wood fairly well and feel that he would do an outstanding job. He is extremely cooperative but can put his foot down when necessary. He has the peculiar advantage of having newspaper, advertising and public relations experience as well as a continuing interest in foreign affairs. He is also rather unusual in that although not an academic type, he has a firm grasp of psychological and sociological literature regarding public opinion.

One disadvantage which might be raised is that he has not been in government before. This means that he would need a little time to learn channels but on the other hand, I think that perhaps we have looked at the same faces long enough and should take this opportunity to drag in some new blood. His present income is undoubtedly far in excess of that which the position carries but he is the type of man who, I think, would be willing to make a financial sacrifice to help out in government service.

Finally, there has been, as you know, considerable complaining from various quarters that the United States has not properly utilized its store of those experienced in advertising and public relations to put over the foreign information program. The appointment of Wood will help to still this clamor without, however, selling out to the huckster approach. Wood is not a huckster. He merely knows something about it.

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The biographical sketch of Richardson Wood from
Who's Who follows:

WOOD, Richardson King, business cons.; b. Irvington, N.Y., Nov. 26, 1903; s. Arthur King and Marguerite (Richardson) W.; student St. Mark's School, Southborough, Mass., 1917-21. Harvard, 1921-22, King's Coll., Cambridge, England, 1922-25 (B.A., M.A.); m Mildred Carlisle Burgwin, Nov. 30, 1929; children--Nicholas Burgwin, Mary Burgwin, With Alfred A. Knopf, book pubs., 1926-29; with J. Walter Thompson Co., advertising, 1929-33; with Cherington Roper & Wood, marketing research, 1934-36, writer and editor with Fortune, 1937-45; mng. editor 1940-41; was principal originator of Fortune Survey of Public Opinion (the first Fortune survey of public opinion by sampling appeared July 1935); now cons. on economic development of cities and regions. Dir. Welsback Corp. and Management Co. Trustee Dalton Schools, pres., 1941-46. Episcopalian. Edited Matthew Green's works, 1925. Contbr. articles to Ency. Britannica. Home: 35 East 84th Street and Milbrook, N. J. Office: 551 Fifth Avenue, New York, N. Y.

If the proper authorities deem it advisable, I shall be glad to call up Wood and talk with him about this.

IFIO:WPDavison:vth

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